

**City of Culver City, California
Agenda Item Report**

Meeting Date: 12/05/11		Item Number: J-1	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY AGENDA ITEM: Selection of a Developer for Negotiations to Redevelop Property Located at 9300 Culver Boulevard (Parcel B).			
Contact Person / Department :		Phone Number:	
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Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☒ No ☐		Date: 10/06/11	
Advisory Committee on Redevelopment			
Public Notification (E-Mail) Redevelopment Agency Projects (11/22/11); (E-Mail) Meetings and Agendas – City Council (12/1/11); (E-Mail) The Downtown Business Association (11/22/11); (E-Mail) The Advisory Committee on Redevelopment (11/22/11); (E-Mail) The Gateway Neighborhood Association (11/22/11); (E-Mail) The Four Developer Respondents to the Parcel B RFP (11/22/11); (E-Mail) The Downtown Neighborhood Association (11/22/11); (E-Mail) The Culver City Chamber of Commerce (11/22/11); (E-Mail) Members of the public who attended the 11/09/10 workshop on the subject matter (11/22/11); (E-Mail) Members of the public who pulled speaker cards on the subject matter during the Agency Board meetings of 10/04/10, 02/14/11, 06/13/11, 09/12/11, 10/03/11, 10/04/11, and 10/24/11 (11/22/11); (Website) The City's Parcel B Webpage (11/22/11); (Internet) The City's Facebook Wall (10/21/11 and 11/01/11); Three 3' X 4' signs were erected on Parcel B inviting the public to view and comment on the competing proposals (10/28/11); (Newspaper) Culver City News ¼ Page Display Advertisement on 10/27/11, 11/10/11 and 11/24/11 inviting the public to view and comment on the competing proposals; (U.S. Post) A public notice was mailed to businesses, residents, and property owners in excess of a 500' radius of the site (11/22/11); (U.S. Post and E-Mail) Rush Pacifica LLC (11/22/11).			
Department Approval: Sol Blumenfeld (11/22/11)		City Attorney Approval: Carol Schwab (by H. Baker) (11/28/11) Agency Counsel Approval: Murray Kane: (11/22/11)	
Chief Financial Officer Approval: Jeff Muir (11/29/11)		City Manager/Executive Director Approval: John M. Nachbar (11/29/11)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and Culver City Redevelopment Agency Board (Agency Board) select a developer for negotiations to redevelop the property located at 9300 Culver Boulevard (Parcel B). <u>BACKGROUND:</u>			

City of Culver City, California
Agenda Item Report

On February 14, 2011 the City Council/Agency Board approved a two-step process to select a developer for Parcel B. The first step involved issuing a Request for Qualifications (RFQ) to premier firms in order to identify those that are most qualified to develop Parcel B. The second step involved issuance of a Request for Proposals (RFP) to the most qualified respondents in order to obtain the best development proposals for Parcel B.

The RFQ included the list of community goals outlined in a workshop held on November 9, 2010 and City Council/Agency Board direction to maintain the existing Parcel B entitlements to reduce project costs and development timeframes and to ensure an “iconic” design that is “pedestrian friendly” and to avoid development of a “fortress-like” or “monolithic” building.

On July 8, 2011, the RFP was issued and four responses were received. The City Council/Agency Board received presentations from the four developers on October 3 and 4, 2011 and took public testimony regarding the proposals. The development team proposals were posted on the City’s website (with a notice sent to approximately 8,300 subscribers through the City’s e-mail notification system), and the presentation boards were placed in the Community Development and Fire Department lobby at City Hall for public review. Since October 14, 2011, approximately 1,495 people have viewed the City’s website containing the proposals, and many have visited City Hall to review the submittals.

On October 24, 2011, a meeting was held in order to provide the public with an additional opportunity to review the project proposals, ask questions, and provide input. The site was also posted to further publicize consideration of the redevelopment proposals for Parcel B.

Discussion of Developer Submittals:

The Parcel B proposals contain distinct differences in building design, development program, project schedule, and design quality. While each proposal references the importance of Parcel B as a critical element of the downtown revitalization, they differ in design and development approach. All of the proposals are consistent with the property entitlements, though some have included alternative development programs and parking options for consideration.

Tolkin Group (Tolkin):

Tolkin’s project is an office complex comprised of three similar, contemporary styled buildings with ground level retail oriented to Culver and Washington Boulevards, an interior court that opens onto Town Plaza, and connecting pedestrian walks that open onto street frontage. The project contains 108,066 square feet of gross building area. The letter “X” is used by Tolkin as a metaphor to identify the “center of Culver City” near Culver Boulevard and Main Street and to inform the project

City of Culver City, California
Agenda Item Report

design and the project name “Culver X”. The project features a central court yard with benches, fountain planting and seating, stepped building levels and contemporary storefront design and is pedestrian oriented relative to use and design features and will contain “creative office tenants. The project parking contains between 93 and 405 spaces depending upon the parking option selected.

Cardiff/N3:

Cardiff/N3’s project is an office complex of three similar, transitional styled buildings that mix window forms, materials, a stair feature and outdoor dining on the public way, art panels, green roof, roof garden and interior courts to create an eclectic architectural theme. Cardiff’s project, Parc and Main, contains 102,800 square feet of gross building area and features a brick façade, corten panels, gray and tan colored plaster and wood details. Ground level retail is oriented to Culver and Washington Boulevards, and an interior court opens onto Town Plaza and Culver Boulevard. The second level contains office or “quasi-retail” uses. Creative office tenants are proposed for the floors above. The project is pedestrian oriented relative to use and design along street frontage. The interior court contains outdoor dining, benches and planting. The project parking contains between 120 and 379 spaces depending upon the parking option selected.

Runyon Group (Runyon):

Runyon’s project, Paseo, is a traditional styled Spanish Revival office complex with ground level retail oriented to Culver and Washington Boulevards and a building colonnade that runs for much of the length of the site along the north building elevation. Building materials are clay tile roof, stucco, decorative Spanish tile, wood balustrades and corbels. The building contains a traditional building layout with a central courtyard at the project interior and a bell tower element at the project corner located at Washington and Culver Boulevards. The project contains 94,989 square feet of gross building area. “Paseos” (or pedestrian paths) are located along the Culver Boulevard street frontage and the Town Plaza access road. An optional small building to be used as an art gallery is proposed entirely in Town Plaza with the project’s art fund contribution to partially pay the cost of construction. The art building would require separate permitting as a City project on City property and will require City or private funding to program and operate the art space. The project has a pedestrian orientation relative to street frontage. The project parking contains between 116 and 419 spaces depending upon the parking option selected.

Combined/Hudson Pacific (Combined):

Combined’s project is an office and retail complex of three uniquely styled contemporary buildings set on a podium of ground level retail. Stepped roof lines, setbacks, cantilevers and varying window treatment create the building form for the office which reveals as two or three buildings depending upon orientation to the project. The project materials include wood, brick, copper, colored

City of Culver City, California
Agenda Item Report

metal panels and green glass. The development includes an “Elevated Plaza” and “Grand Stairs” that front on the adjacent Town Plaza. The project contains 115,108 square feet of gross building area. The Grand Stairs are 50 feet in width, rise one story and connect at the second level with an elevated plaza, a large restaurant, retail space, stairs and offices. The project includes both conventional office and “loft-style” creative office space fronting the Elevated Plaza. The stair and plaza features are to be dedicated for public use and are intended to be used in connection with public arts events on Town Plaza. The project parking contains between 98 and 256 spaces depending upon the parking option selected.

Next Steps:

Upon selection of a developer by the City Council/Agency Board, negotiations for a Disposition and Development Agreement (DDA) for property disposition will commence. This process includes additional opportunities for public input as the selected development team refines their proposal.

Selecting a developer for negotiation does not commit the City or the Agency to sell the property. That cannot happen unless and until an economic report is first prepared and made available for public review detailing the proposed purchase price and other terms and conditions of the proposed sale, and until further input on the report and proposed sale is first obtained at a noticed public hearing.

FISCAL ANALYSIS:

Depending upon the project selected, the City/Agency will receive a total of \$7 million to \$8.4 million in tax revenue, which includes \$257,000 to \$338,000 in General Fund revenues annually. The City would receive approximately \$1 million in one-time building permit and related fees.

Extra public parking options proposed in the four submittals range in cost from \$25,252 to \$56,368 per space.

ATTACHMENTS:

1. Correspondence

MOTION:

That the City Council and Agency Board:

Select a developer and direct the City Manager/Executive Director to commence negotiation on a Disposition and Development Agreement with _____ for redevelopment of 9300 Culver Boulevard.